



COMPANY BACKGROUND

Susan Rose is a women's high-end, social occasion apparel retailer with one boutique in Plantation, FL. A South Florida destination shop, the store has a proud reputation for offering complete, customer-focused service to each guest that walks through its doors. Women come from all over the United States for the Susan Rose shopping experience.

In addition to its first class customer service, Susan Rose offers an extensive inventory that caters to women of all tastes, sizes (2 – 30) and generations. From the Quincenera and Bat Mitzvah girls, to the mother of and great-grandmother of the bridal party, Susan Rose has a complete line of gowns and dresses for any special occasion.

The store was launched by its founder and namesake Susan Rose in 1985 as a small custom shop with seven gown samples. In no time at all, the store attracted a large and devoted clientele and was unable to keep up with the high demand of its custom dressmaking. Susan Rose transitioned into a retail establishment that offered exclusive inventory and the ability to redesign any garment for the client to call her own. For the next 20 years this small store grew into a 3500 square foot emporium of social occasion apparel.

In December 2004, Susan Rose and her husband David Berger sold the store to Rae Ann Panciera. The store has since seen a resurgence of popularity. Under Rae Ann's direction the inventory has grown to cater to a broader market of multi-generational and multi-sized women. Additionally, a full-scale marketing plan was initiated to announce and support these changes. Susan Rose utilizes a multi-media campaign that relies on handwritten notes as much as it does on special events, print advertising, email campaigns and its website to reach its current and potential customers.

Susan Rose joined the National Prom Association in 2005 and, while continuing to satisfy the needs of its established clientele, has become a leading prom gown retailer in the South Florida market. The store was recently awarded the Horizon Award by the National Prom Association as a result of its great achievements in creating a well branded and exciting shopping experience for the affluent prom-age consumer.

The Susan Rose product line includes suits, cocktail dresses, pantsuits, separates and gowns. To support the staple apparel inventory a full collection of accessories, including jewelry, handbags and shawls, is also available to customers. Susan Rose features unique fashions from the industry's most sought after designers, including Jovani, Mon Cheri, Badgley Mischka, Sue Wong, Amsale and Rose Taft, to name a few.